

## ORDER



Orders	Order / Rev:	685380
	Alt Order #:	06154603
	Product Desc:	CROSSROADS GPS
	Estimate:	547
	Flight Dates:	05/24/12 - 05/31/12
	Original Date / Rev:	05/22/12 / 05/22/12
	Order Type:	Political

	<b>WUSA</b>
<b>Primary AE:</b>	<b>Aaron Ashe</b>
<b>Sales Office:</b>	<b>T-WAS</b>
<b>Sales Region:</b>	<b>NAT</b>

<b>Agency</b>	<b>Name:</b>	<b>Crossroads Media/ POL</b>
	<b>Buying Contact:</b>	
	<b>Billing Contact:</b>	
		<b>88 Canal Center Plaza Suite 555</b>
		<b>Alexandria, VA 22314</b>

<b>Billing Type:</b>	<b>Cash</b>
<b>Billing Calendar:</b>	<b>Broadcast</b>
<b>Billing Cycle:</b>	<b>EOM/EOC</b>
<b>Agency Commission:</b>	<b>15%</b>

<b>Advertiser</b>	<b>Name:</b>	<b>Crossroads GPS</b>
	<b>Demographic:</b>	<b>A35+</b>
	<b>Product Codes:</b>	<b>IS-Issue/Ballot,IS-Issue/Non</b>
	<b>Priority:</b>	<b>P-5</b>
	<b>Revenue Codes:</b>	<b>AGY, GEN, POL</b>

**New Business Thru:** \_\_\_\_\_  
**Order Separation:** **00:15:00** \_\_\_\_\_  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/12	05/27/12	11	\$25,300.00	\$21,505.00
05/28/12	05/31/12	16	\$22,750.00	\$19,337.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2012	11	\$25,300.00	\$21,505.00	27.90
June 2012	16	\$22,750.00	\$19,337.50	38.20
<b>Totals</b>	<b>27</b>	<b>\$48,050.00</b>	<b>\$40,842.50</b>	<b>66.10</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	19%	\$48,050.00
Market	100%	\$252,894.74

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$60,694.74
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$88,513.16
WTTG	22%	\$55,636.84
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	05/25/12	05/25/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	1	\$600.00	P-3	2.30	NM	1	\$600.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/21/12	05/27/12	----F--		1		\$600.00		2.30					
E 2	WUSA	05/25/12	05/25/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	:30	1	\$450.00	P-3	1.30	NM	1	\$450.00

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 Flight Dates: 05/24/12 - 05/31/12

Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 547  
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9 NEWS AT 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/21/12	05/27/12	----F--		1		\$450.00			1.30			
E 3	WUSA	05/25/12	05/25/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a ----F--	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/21/12	05/27/12	----F--		1		\$400.00			1.20			
E 4	WUSA	05/25/12	05/25/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p ----F--	:30	1	\$700.00	P-3	1.50	NM	1	\$700.00
9 NEWS TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/21/12	05/27/12	----F--		1		\$700.00			1.50			
E 5	WUSA	05/28/12	05/28/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p M-----	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/28/12	06/03/12	M-----		1		\$2,000.00			3.40			
E 6	WUSA	05/28/12	05/28/12	9 News @ 5p 9 News @ 5p	CM	5-6p M-----	:30	1	\$450.00	P-3	1.30	NM	1	\$450.00
9 NEWS AT 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/28/12	06/03/12	M-----		1		\$450.00			1.30			
E 7	WUSA	05/28/12	05/28/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p M-----	:30	1	\$700.00	P-3	1.50	NM	1	\$700.00
9 NEWS TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/28/12	06/03/12	M-----		1		\$700.00			1.50			
E 8	WUSA	05/26/12	05/26/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p -----S-	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/21/12	05/27/12	-----S-		1		\$2,000.00			3.40			
E 9	WUSA	05/26/12	05/26/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p -----S-	:30	1	\$400.00	P-2	1.50	NM	1	\$400.00
9 NEWS SATURDAY 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/21/12	05/27/12	-----S-		1		\$400.00			1.50			
E 10	WUSA	05/27/12	05/27/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p -----S	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/21/12	05/27/12	-----S		1		\$2,000.00			3.40			
E 11	WUSA	05/27/12	05/27/12	Sun Prime A 60 Minutes	CM	7-8P -----S	:30	1	\$14,000.00	P-2	6.60	NM	1	\$14,000.00
60 MINUTES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/21/12	05/27/12	-----S		1		\$14,000.00			6.60			
E 12	WUSA	05/27/12	05/27/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a -----S	:30	1	\$2,000.00	P-2	2.10	NM	1	\$2,000.00
SUNDAY MORNING-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/21/12	05/27/12	-----S		1		\$2,000.00			2.10			
E 13	WUSA	05/24/12	05/31/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p ---T---	:30	1	\$2,000.00	P-2	3.40	NM	2	\$4,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/21/12	05/27/12	---T---		1		\$2,000.00			3.40			
		Week: 05/28/12	06/03/12	---T---		1		\$2,000.00			3.40			
E 14	WUSA	05/31/12	05/31/12	Price Is Right The Price Is Right	CM	11a-12p ---T---	:30	1	\$650.00	P-3	2.20	NM	1	\$650.00

<b>Advertiser:</b>	<b>Crossroads GPS</b>	
<b>Product Desc:</b>	<b>CROSSROADS GPS</b>	<b>WUSA</b>
<b>Estimate:</b>	<b>547</b>	

<b>Totals</b>	<b>27</b>	<b>\$48,050.00</b>
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REP HEADLINE# 6154603

REP: TEL# 703 528 7800

FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FROM REP

DATE

MAY22/12 10.38

BIAS# 05380

\*\*\* WUSA-TV \*\*\*

ADL- \*\*\* ORIGINAL REV#0 \*\*\*

CROSSROADS MEDIA LLC

DELETE

ISS/CROSSROADS GPS

ORDER

CROSSROADS GPS

LINE/S

AARON ASHE

5/REP#

- WASHINGTON, DC

21/BILL WK.

9/AREA

63/PCON

10/BILL CODE

11/RATE CARD

16/BYR - NOELLE RAMSEY

14/ORDER TYPE

17/RTG SVC - NSI

57/CO-OP TYPE

CO-OP KEY D/P REC#

59/STATE TAX

58/CITY TAX

TO: LANCE

FR: HILARY

\*\*NEW ORDER\*\*

TTL: 48050

PLS CFM, THX! 5/22

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

CROSSROADS GPS

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS	SEC	PLAN	PRICE	SPT /WK	RATE SPOT 18/	STATION CD	CD	SC#	STS	SPOT 23/	SPOT /LIN
1	1	FRI		1200N-1230P			30	05/25	05/25					1	\$600.00						1

AGENCY ADVERTISER CODE = 12  
AGENCY PRODUCT CODE = 11  
AGENCY EST# = 547  
PROGRAM : 9 NEWS AT NOON  
RA35+ : 2.3  
CON COM1: 9 NEWS AT NOON







REP HEADLINE# 6154603      REP: TEL# 703 528 7800      FAX# 703 528 7880      MAY22/12 10.38  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!      FROM REP      \*\*\* WUSA-TV \*\*\*  
 ORDER WORKSHEET      HARRIS RPT.

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS	SEC	PLAN		SPT /WK	RATE SPOT 18/	STS		
												PRICE	16/			CD	SC#	23/
MAY/12			25300.00	JUN/12	22750.00											CONTRACT TOTAL	48050.00	
																TOTAL SPOTS		27

MARKET TOTALS \$252,894      WUSA 19%      WTTG 22%      WJLA 24%      WRC 35%      WDCA 0%      WDCW 0%      CABL 0%  
 SVC- NSI  
 DEMOS- RA35+\*



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Michelle Santuoso

do hereby request station time concerning the following issue:

<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> Crossroads GPS (Grassroots Policy Strategies) </div>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
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This broadcast time will be used by: Crossroads GPS

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="" type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005  
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

<u>5/25/12</u>		<u>703-299-1760</u>
Date	Signature	Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

_____	_____	_____
Signature	Printed Name	Title